

PRESENTED BY

EDGE
MARKETING+DESIGN

EDGEMARKETINGDESIGN.COM

PART B FACEBOOK FOR BUSINESS

Managing an Ad Campaign

"We don't have a choice on whether we DO social media. The question is HOW WELL we do it." ERIK QUALMAN

EDGE

MARKETING+DESIGN



**WHY THE HECK
ARE WE HERE?**



**KEEP
CALM
AND
BAIL
OUT**



WHAT YOU NEED



A GOAL

KNOW YOUR TARGET MARKET

HAVE A BUDGET IN MIND

YOUR CREATIVE

YOUR TEXT

The screenshot displays the Facebook Ads Manager interface. On the left, a list of posts is visible, including one from Jim Becks and another from Katherine Holmes. A dropdown menu is open from the 'Create Ad' button, showing the following options: 'Create Ads', 'Create Post', 'Manage Ads', 'Billing', 'Advertiser Support', 'Account History', and 'Send Feedback'. On the right, the 'Reach People on Your Email List' section features a 'Create Custom Audience' button. Below this, the 'Ads Shortcuts' link is highlighted with a pink arrow. The 'Briana Harris' and '1 event invite' sections are also visible. The 'TRENDING' section at the bottom lists news items such as 'Illinois Tornado: 1 Person Killed, Wide Damage Reported in Northern Town' and 'North Charleston, South Carolina: Officer Faces Murder Charge in Traffic Stop Shooting of Black Man'.

Jim Becks Try being named Gym Becks
Like · Reply · 75,348 · April 4 at 3:05pm

Katherine Holmes 4-- Kate Holmes here. Tom Cruise and little Suri are doing great.
Like · Reply · 6,622 · April 4 at 4:52pm

Brittany Wilson My name is Brittany Wilson and my sister is Tiffany Wilson. And we're both blonde. Anybody seen "White Chick" ? Lol
Like · Reply · 4,887 · April 4 at 3:05pm

Jane Bond Checking in. I have to use my boyfriend's name when making a lot of reservations because people think I'm lying. Then they ask me if my dad's name is James.
And it is 😊
Like · Reply · 53,649 · April 4 at 3:05pm

Maya Halsey Try being named Gym Becks
Like · Reply · 6,068 · April 4 at 3:05pm

e Had It T
d Her Abs

62

na Classifieds

Reach People on Your Email List

Did you know you can use Custom Audiences to target ads to people on your email list?

Create Custom Audience

Ads Shortcuts

Briana Harris and 25 others invited you to like Pages

10 1 event invite

TRENDING

Illinois Tornado: 1 Person Killed, Wide Damage Reported in Northern Town

North Charleston, South Carolina: Officer Faces Murder Charge in Traffic Stop Shooting of Black Man

Emily Blunt: Actress Faces Anne

www.facebook.com/ads/manage

Advertise on Facebook











#70725723 (EDGE Marketing ... ▼)

STEP 1: CREATE YOUR CAMPAIGN

Use Existing Campaign

Choose the objective for your campaign

[Help: Choosing an Objective](#)

-  Boost your posts
-  Promote your Page
-  Send people to your website
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views

Choose the objective for your campaign

Help: Choosing an Objective

- Boost your posts
- Promote your Page**
- Send people to your website
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Page Likes

Connect more people with your Page.

Choose Page or enter its URL

- 123 Widgets**
- ALLAN R. SCOTT - Conductor
- Amherst Animal Hospital
- Best Stained Glass Patterns
- Bike Helena
- Bone Marrow Donor Drive
- Choose Great Falls
- Edge Magazine
- First Impressions Salon
- Get Up Get Out Helena

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach?

Help: Choose Your Audience

Locations ⓘ

United States, Montana

Helena + 50 mi ▼

Add a country, state/province, city, ZIP or address

Everyone in this location ▼

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Interests ⓘ

Search interests

| Suggestions

| Browse

Connections ⓘ

☐ All

☐ Only people connected to 123 Widgets

☒ Only people not connected to 123 Widgets

☐ Advanced connection targeting

Languages ⓘ

Enter a language...

Behaviors ⓘ

Search behaviors

| Browse

More Demographics ▼

Hide Advanced Options +

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - United States: Helena (+50 mi) Montana
- Excluded Connections:
 - Exclude people who like 123 Widgets
- Age:
 - 18 - 65+

Potential Reach: 51,000 people

- Connections ⓘ
- ☐ All
 - ☐ Only people connected to 123 Widgets
 - ☐ Only people not connected to 123 Widgets
 - ☒ Advanced connection targeting

Include people who are connected to ⓘ

Enter your Page, app, or event names..

Exclude people who are connected to ⓘ

Enter your Page, app, or event names..

Include people whose friends are connected to ⓘ

123 Widgets



Enter your Page, app, or event names..

Behaviors ⓘ

Search behaviors

More Demographics ▾

Relationship >

Education >

Work >

Financial >

Home >

Ethnic Affinity

Generation

Parents >

Politics (US)

Life Events



HOW WE DO IT



**HOW MUCH
DO YOU WANT
TO SPEND?**

How much do you want to spend?

Help: Budgeting & Pricing

Budget ⓘ

Per day ▾

\$10.00 USD

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

Optimize For ⓘ

Page Likes ▾

Pricing ⓘ

Your bid will be optimized to get more Page likes. You'll be charged each time your ad is served.

☒ Get the most likes at the best price - You will be charged for impressions

☐ Set the amount a Page like is worth to you

Ad Scheduling ⓘ

Run ads all the time

More Options

Hide Advanced Options ⌵

Ad Set Name ⓘ

Helena - 18+

➔ Optimize For ⓘ

Clicks ▼

For most advertisers, optimizing for your objective usually performs better. [Switch back.](#)

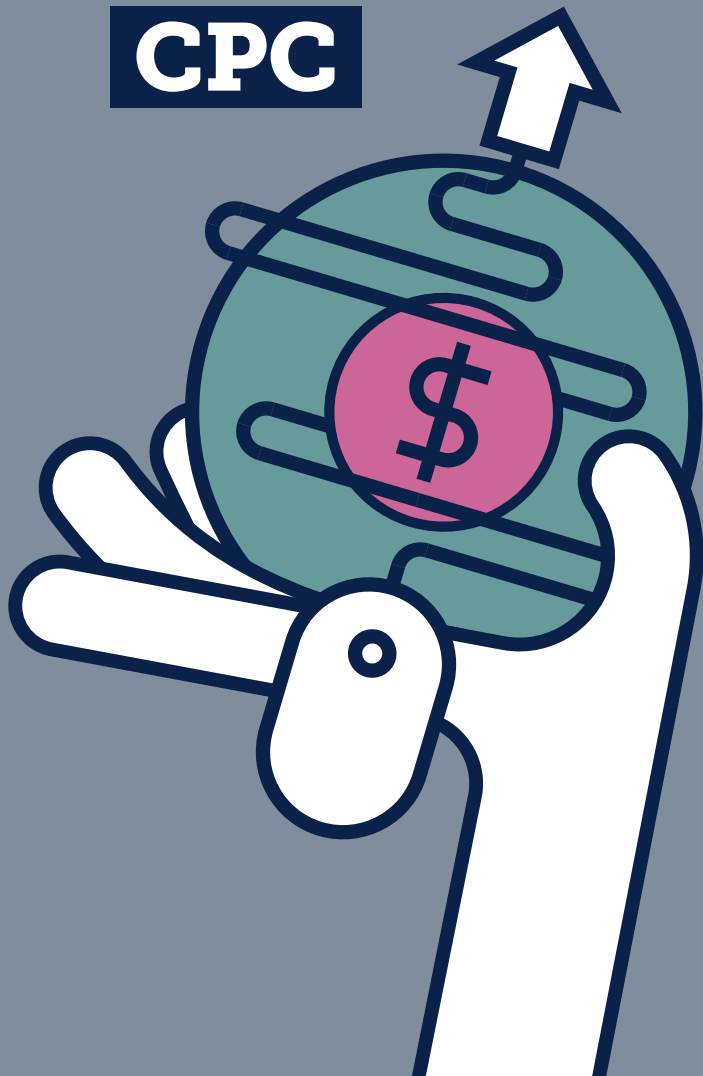
Pricing ⓘ

You will be charged every time someone clicks on your ad.

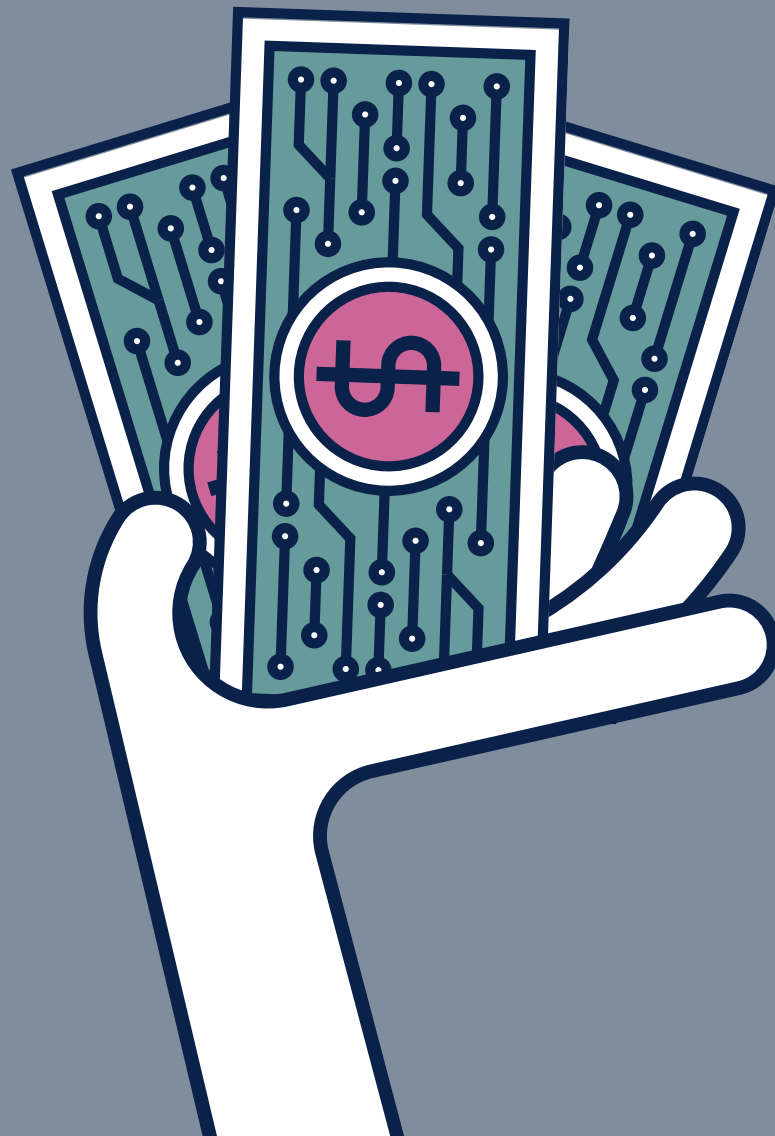
- ☐ Get more clicks at the best price
- ☒ Set the max you want to pay per click

max. bid per click

CPC



CPM





CONFUSED YET?

WHAT ARE YOU ADVERTISING?

e-commerce

OR

*direct
response*

CPC

brand

OR

relevance

OR

presence

CPM

*Start at **CPC** and see how well
the ad performs.*

*If it performs well, it may be
more cost-effective to **change**
it to a **CPM** model.*

CTR

Optimal → 0.11-0.16%

Above Average → 0.07-0.09%

Average → 0.04-0.05%

Below Average → 0.02-0.03%

Poor → 0.01%

CONTROL FREAK?

*No worries. CPC might
be the way to go.*

Ad Scheduling ⓘ

☐ Run ads all the time

☒ Run ads on a schedule

Ad scheduling only works with lifetime budgets.

Your ads will be served in your audience's time zone.

For example, if you select 8am - 10am, your ad will be served to people from 8am to 10am in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

 Scheduled hours are shaded blue

THE SCIENCE OF SOCIAL



THE BEST TIMES TO POST on facebook

All times in Eastern Standard Time (GMT -5)

#1

SATURDAY
10:00 PM



#2

SATURDAY
8:00 PM



#3

SUNDAY
7:00 PM



4. SATURDAY - 7:00 PM

5. SUNDAY - 6:00 PM

6. FRIDAY - 8:00 PM

7. THURSDAY - 7:00 PM

8. SUNDAY - 8:00 PM

9. MONDAY - 8:00 PM

10. SUNDAY - 12:00 AM

#1 WORST TIME



TUESDAY
04:00 AM

#2 WORST TIME



TUESDAY
03:00 AM

#3 WORST TIME



THURSDAY
03:00 AM

Based on our measurement of over 22,000 Facebook Pages, over 12.7 Million Posts, and over 12.3 Billion Interactions.

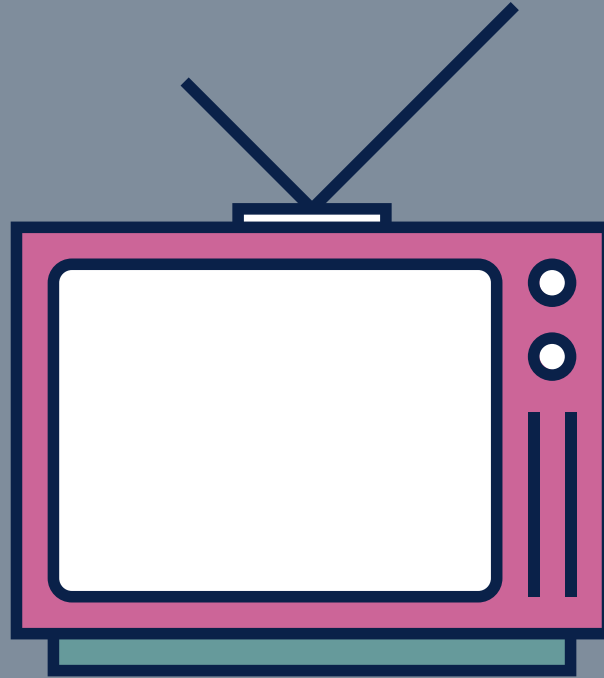
DATA BY:



Watchtower



<http://watchtower.pandemiclabs.com/>



THE LATE-NIGHT INFOMERCIAL EFFECT



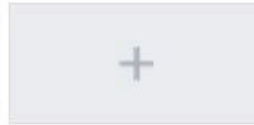
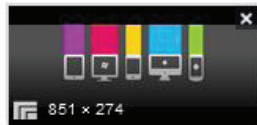
**IT'S TIME TO
CREATE YOUR AD**

STEP 3: CREATE YOUR AD

Choose different images to create multiple ads | [Use a Video](#)



Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.



Upload

Browse Library

Search

Reposition

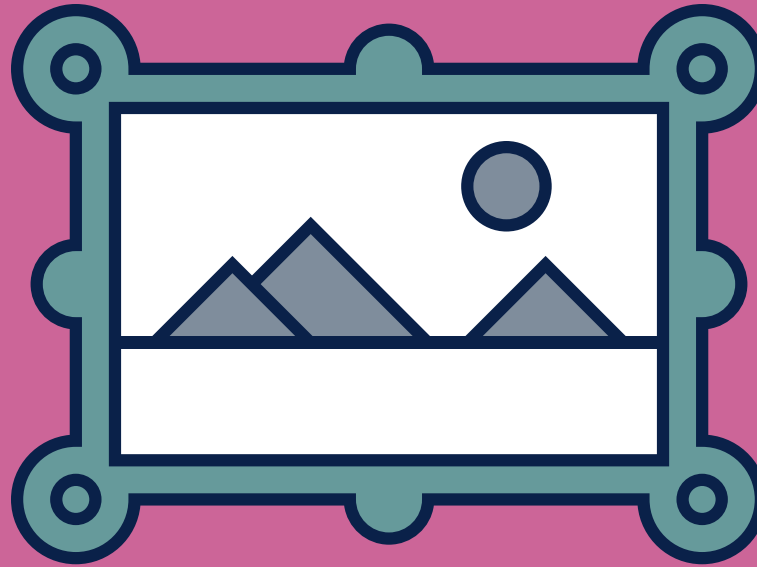
Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 444 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).



THE IMAGE

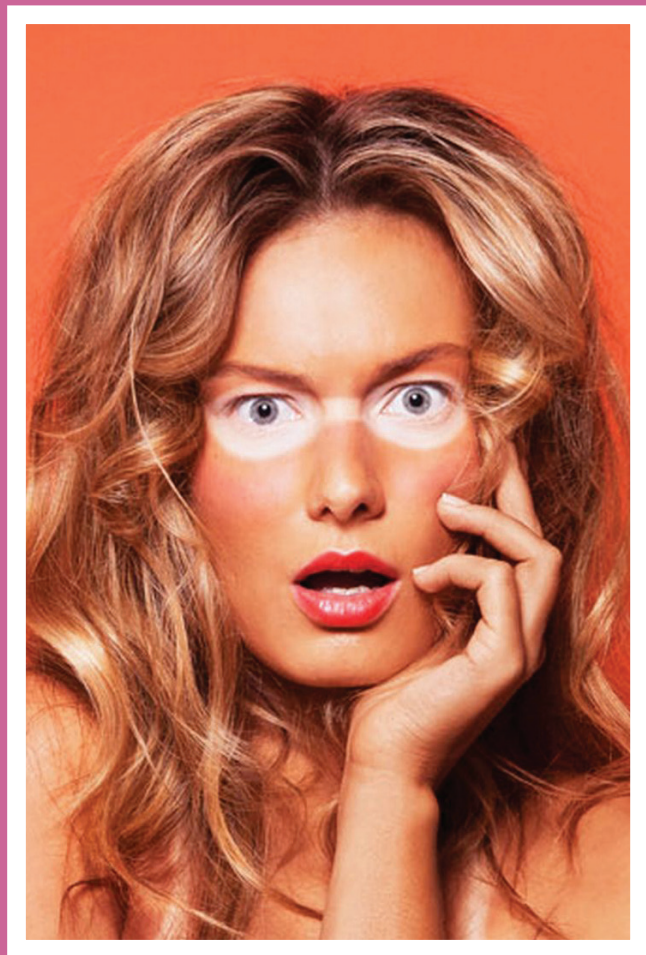
444 PIXELS

1200 PIXELS



20% RULE

<http://20percentrule.info>



VS





Hunter Boot

ca.hunterboots.com

Check out the latest styles now. Free Shipping
on All Orders

What text and links do you want to use?

Help: Editing Ads

Text ⓘ

3

At 123 Widgets we have the latest and greatest in gadgets and accessories for your life

Show Advanced Options ▾

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed

Remove

Suggested Page



123 Widgets

Sponsored

At 123 Widgets we have the latest and greatest in gadgets and accessories for your life



123 Widgets

Electronics Store

0 people like this.

Like Page

✓ Mobile News Feed

Remove

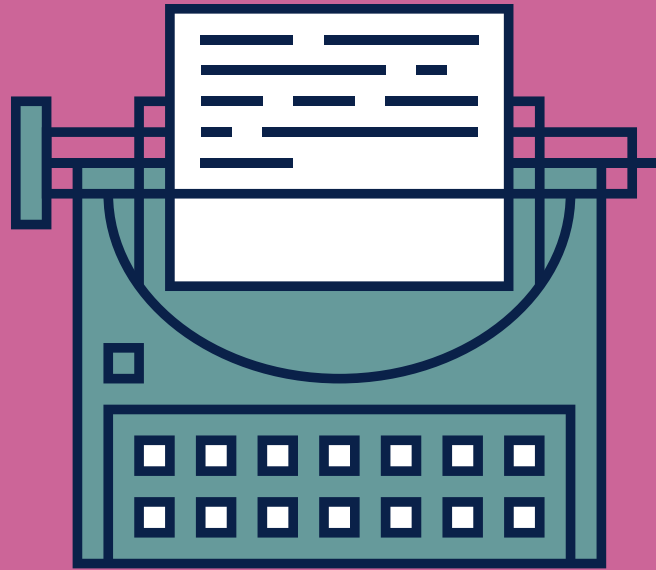
✓ Right Column

Remove

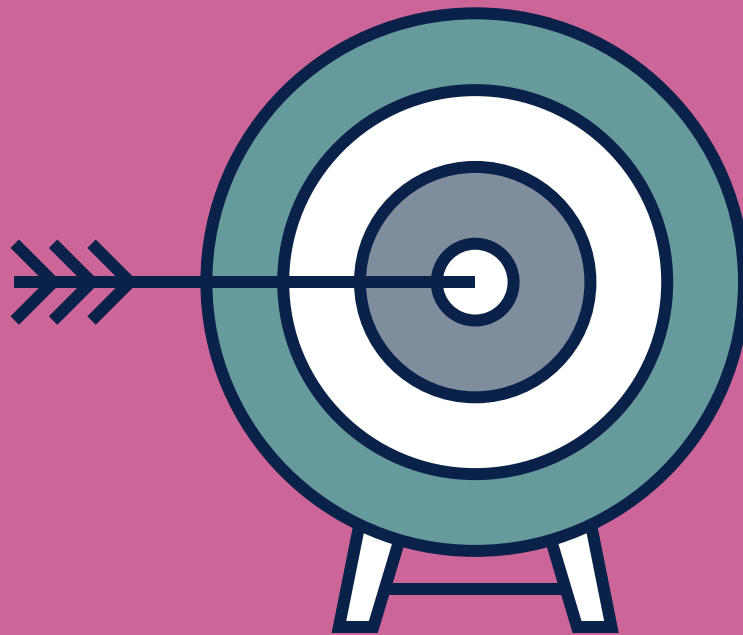
✉ Questions about creating your ads?

Review Order

Place Order



**CRAFTING
YOUR MESSAGE**



RELEVANCE

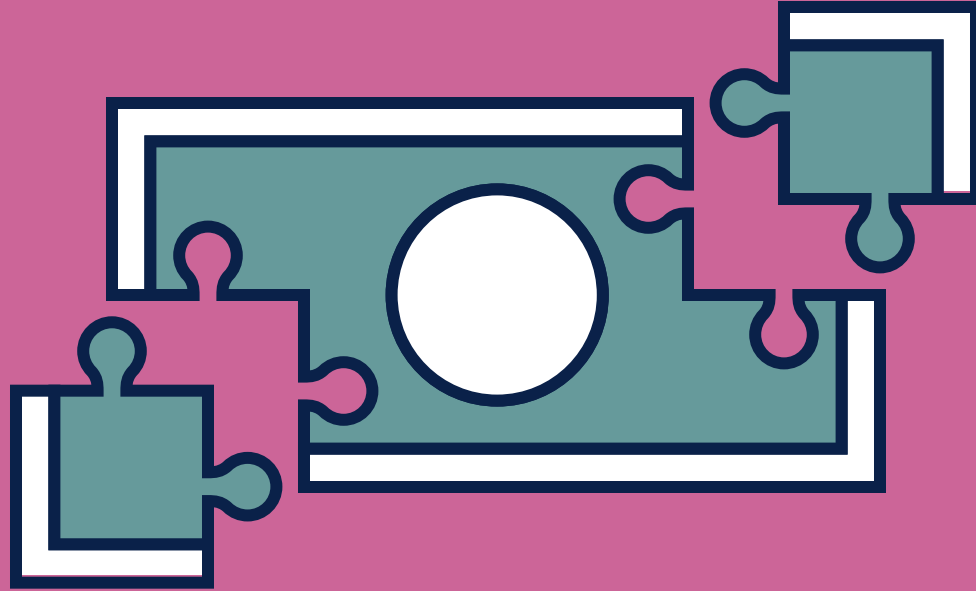


Bing

Vacay time? Use Bing's social sidebar for trip recos from friends.
<http://binged.it/M8D8Wo>



 Like This Page



VALUE PROPOSITION



Samsung Mobile USA

Trade in your phone for up to \$300
towards the new Galaxy S III!

<http://smgm.us/sRi>



 Like This Page

**US Olympic Team
Gear!**

survivalstraps.com



Show support for the
2012 US Olympic
Team with products
made in America! Get
yours today!



Clairol

Tell us your greatest fear & up to 50 will win \$1,000 from Nice 'n Easy Non-Permanent!



ENTER HERE!
Clairol – Conquer Your Fears with Nice 'n Easy Non-Permane...

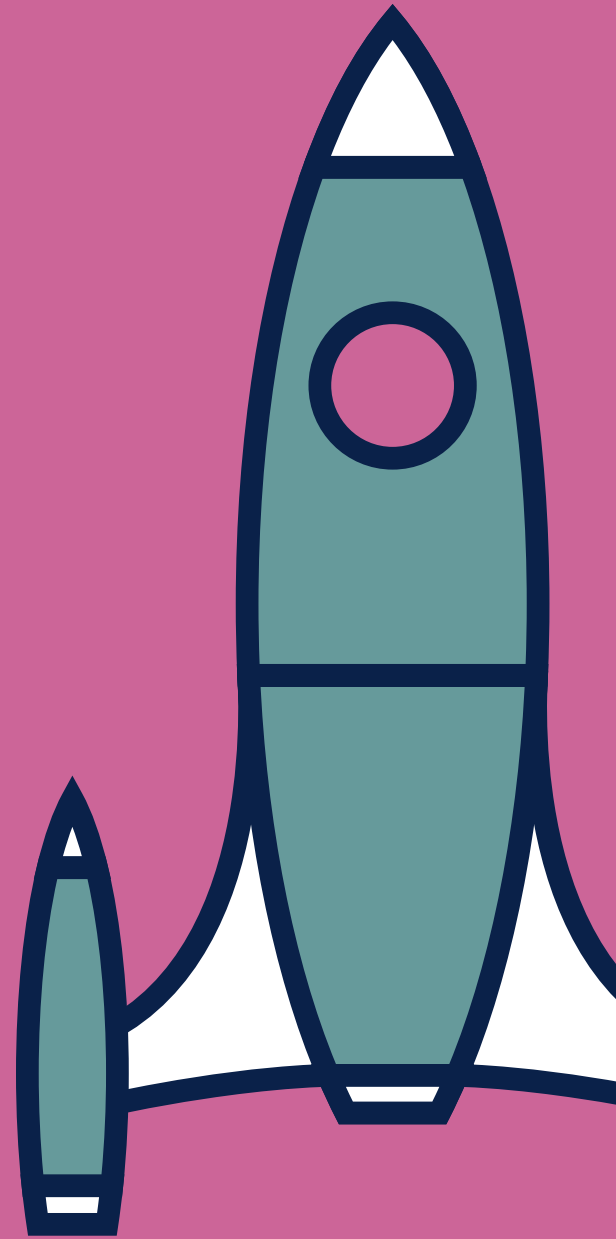
Like This Page



www.facebook.com/policies/ads

THAT'S IT!

*Click "Place Order"
and you're good to go*

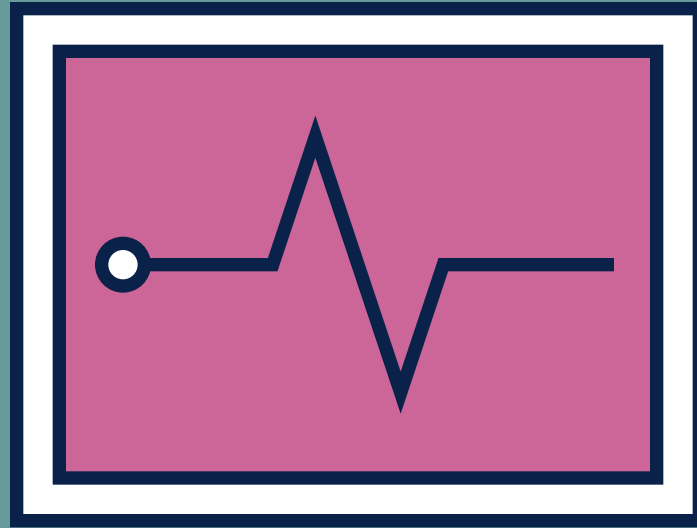




**SO WHAT
HAPPENS NOW?**



APPROVAL



TRACKING

Ads Manager

Account

EDGE Marketing

Campaigns

- Pages
- Reports
- Audience Insights
- Settings
- Billing
- Conversion Tracking
- Power Editor
- Account History
- Audiences

Help Center

Advertiser Support

Search your ads

Home

Campaign

All Campaigns - Website Clicks

Create Ad in Campaign

STATUS
ON

DELIVERY
Active

OBJECTIVE
Website Clicks

SCHEDULE
Feb 9, 2015 – Apr 30, 2015
9:49am 9:51am

SPENT TODAY
\$3.94 of \$9.00

LIFETIME SPENT
\$594.23 of \$719.98

WEBSITE CLICKS ?
471

REACH ?
34,926

FREQUENCY ?
4.78

TOTAL SPENT ?
\$246.94

AVG. COST PER WEBSITE CLICK ?
\$0.52

March 20, 2015 - April 16, 2015

Clicks to Website



Ad Sets Ads All Except Deleted Edit Ad Sets View Report View History

1 Result

Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/> ON	18-36	Active	471 Website Clicks	\$0.52 Per Website Click	34,975	\$9.00 Daily	\$3.94 of \$9.00	\$246.94	02/09/2015 9:49am	04/30/2015 9:51am

1 Result

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2015
English (US)

Ads Manager

Account

EDGE Marketing

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Campaign

All Campaigns - Page Likes - Category Target

Create Ad in Campaign

STATUS: **Active** DELIVERY: **Active** OBJECTIVE: **Page Likes** SCHEDULE: **Nov 18, 2014 – Ongoing** SPENT TODAY: **\$3.33 of \$6.45** LIFETIME SPENT: **\$959.78**

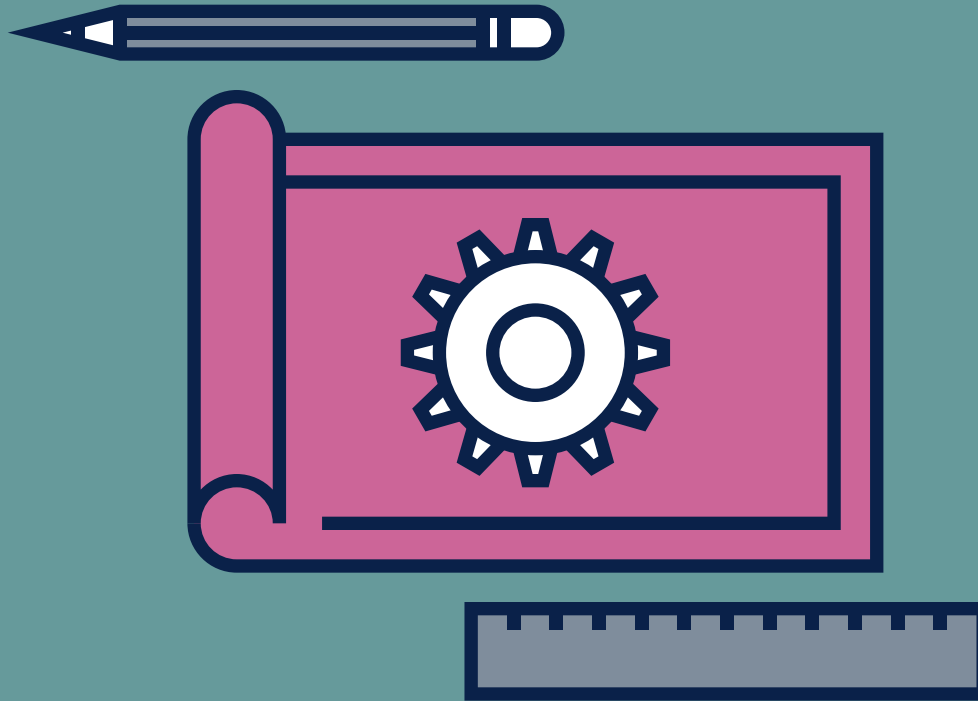
PAGE LIKES: **458** REACH: **12,095** FREQUENCY: **1.06** TOTAL SPENT: **\$177.48** AVG. COST PER PAGE LIKE: **\$0.39**

March 20, 2015 - April 16, 2015



Ad Sets		Ads	All Except Deleted	Edit Ad Sets	View Report	View History	1 Result				
<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>		<div><div></div></div> - Page Likes - Category Target	 Active	458 Page Likes	\$0.39 Per Page Like	12,094	\$6.45 Daily	\$3.33 of \$6.45	\$177.48	11/18/2014 5:02pm	Ongoing

1 Result



MODIFY

TRY

TRY

AGAIN

EDGE

MARKETING+DESIGN

EDGEMARKETINGDESIGN.COM

AND NOW...

QUESTIONS?

OR LATER: deanna@edgemarketingdesign.com



THANKS